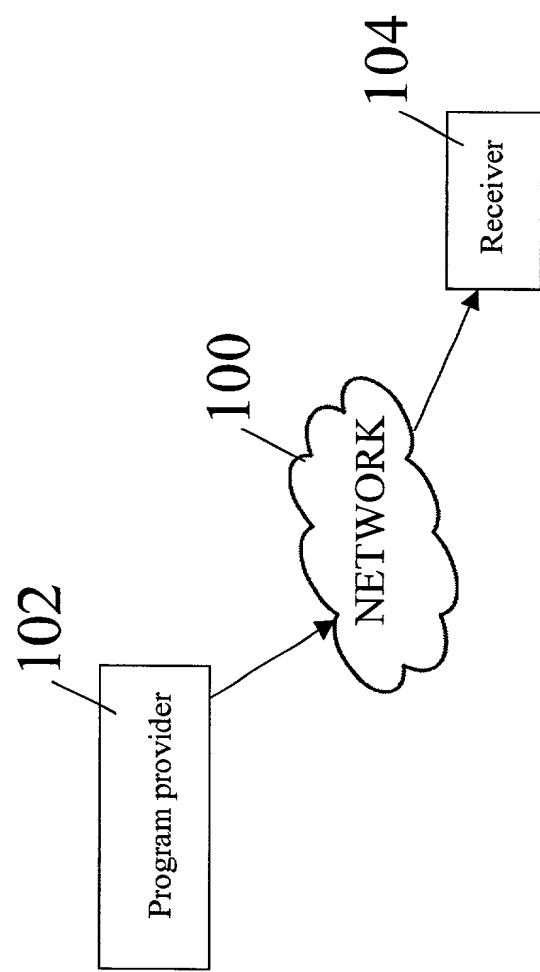
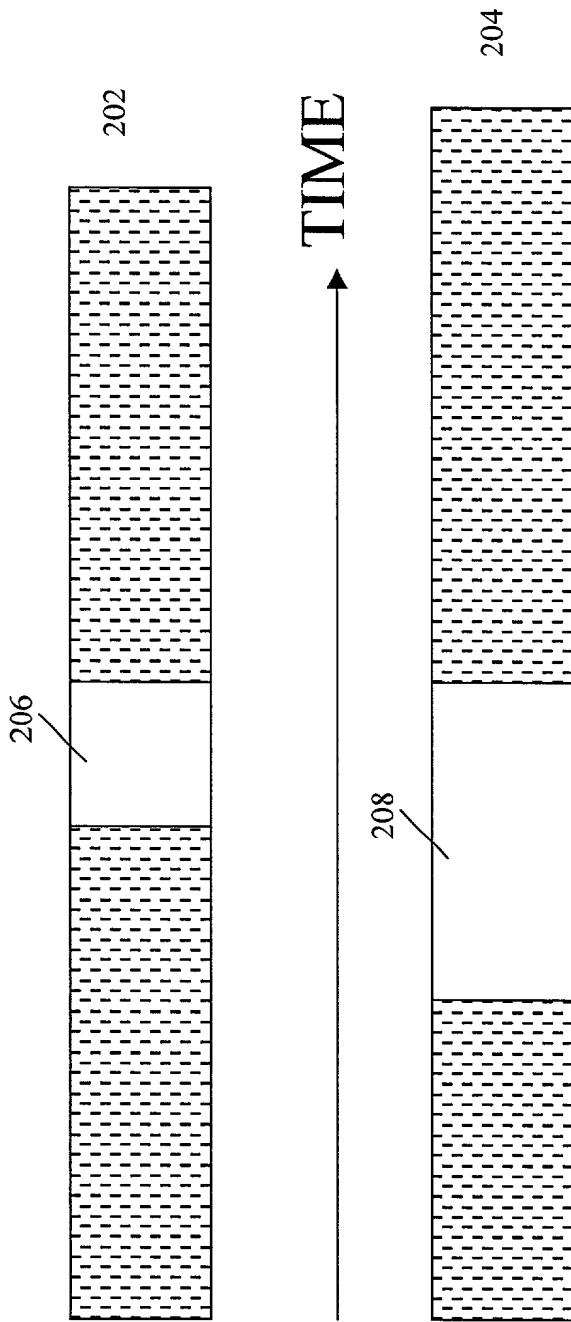


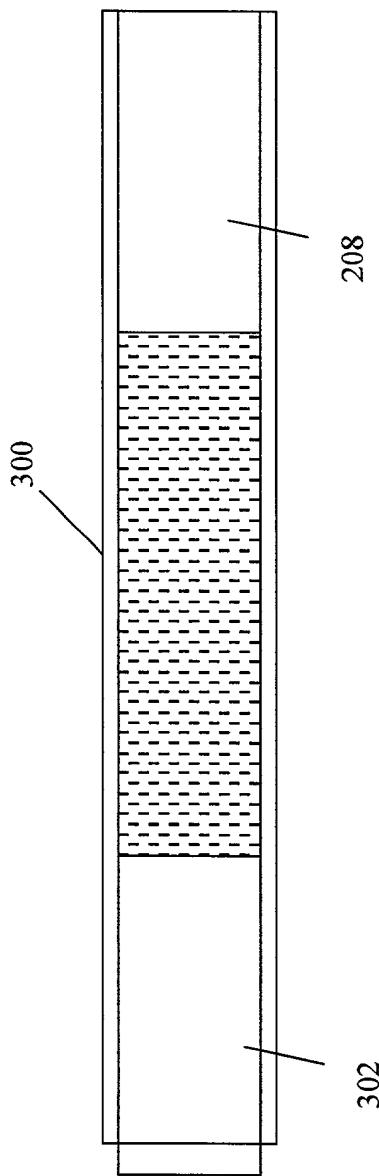
*Fig. 1*



*Fig. 2*



*Fig. 3*



Please type a plus sign (+) inside this box →

PTO/SB/01 (10-00)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**DECLARATION FOR UTILITY OR  
DESIGN  
PATENT APPLICATION  
(37 CFR 1.63)**

Declaration  
Submitted  
with Initial  
Filing

OR

Declaration  
Submitted after Initial  
Filing (surcharge  
(37 CFR 1.16 (e))  
required)

Attorney Docket Number	
First Named Inventor	Ming Wei
<b>COMPLETE IF KNOWN</b>	
Application Number	/
Filing Date	
Group Art Unit	
Examiner Name	

**As a below named inventor, I hereby declare that:**

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**Method and System for Providing Additional Information to an Advertisement Being Viewed**

*(Title of the Invention)*

the specification of which

is attached hereto

OR

was filed on (MM/DD/YYYY)

as United States Application Number or PCT International

Application Number

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	Certified Copy Attached? NO
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	<input type="checkbox"/> Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.
60/181,415	02/09/2000	<input type="checkbox"/>

[Page 1 of 2]

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**DECLARATION— Utility or Design Patent Application**

Direct all correspondence to:  Customer Number  
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		Telephone	Fax		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF SOLE OR FIRST INVENTOR :**  A petition has been filed for this unsigned inventor

Given Name <i>Ming</i>	Ming	Family Name or Surname	Wei
Inventor's Signature	<i>Ming Wei</i>	Date	02/09/2001

Residence: City	Los Altos	State	CA	Country	USA	Citizenship	USA
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**NAME OF SECOND INVENTOR:**  A petition has been filed for this unsigned inventor

Given Name <i>Yousheng</i>	Yousheng	Family Name or Surname	Cao
Inventor's Signature	<i>Yousheng Cao</i>	Date	02/09/2001

Residence: City	Mt. View	State	CA	Country	USA	Citizenship	USA
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Additional inventors are being named on the \_\_\_\_\_ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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# **METHOD AND APPARATUS FOR LINKING PROGRAMS OR INFORMATION IN DIFFERENT TV OR RADIO BROADCAST CHANNELS FOR BROADCASTERS AND ADVERTISERS**

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## **ABSTRACT**

A broadcast system includes a central headend broadcast system with single or multiple data channels and a plurality of TV/radio receivers with data storage and multiple channel receiving capability variously located at residences of viewers/listener of TV/radio programming. The TV/radio programmers or broadcasters use those channels to broadcast data information which are associated with primary TV/radio channels' programs, events, advertisements, and etc. The receivers at TV/radio programming viewer/listener side are capable of reading program codes as well as their associated linking codes for the data channel information. The codes are broadcasted in data regions between image/voice frame regions in primary TV/radio channels and used as unique identification code for the information in the data channels. A viewer/listener, upon seeing/hearing a TV/radio program of interest, actuates a button, and the receiver reads the program code and its associated linking code for data information in data channels. Then receiver record down the selected data files from the data channels. The data files provide additional information that viewer/listener is interested.

## Appendix

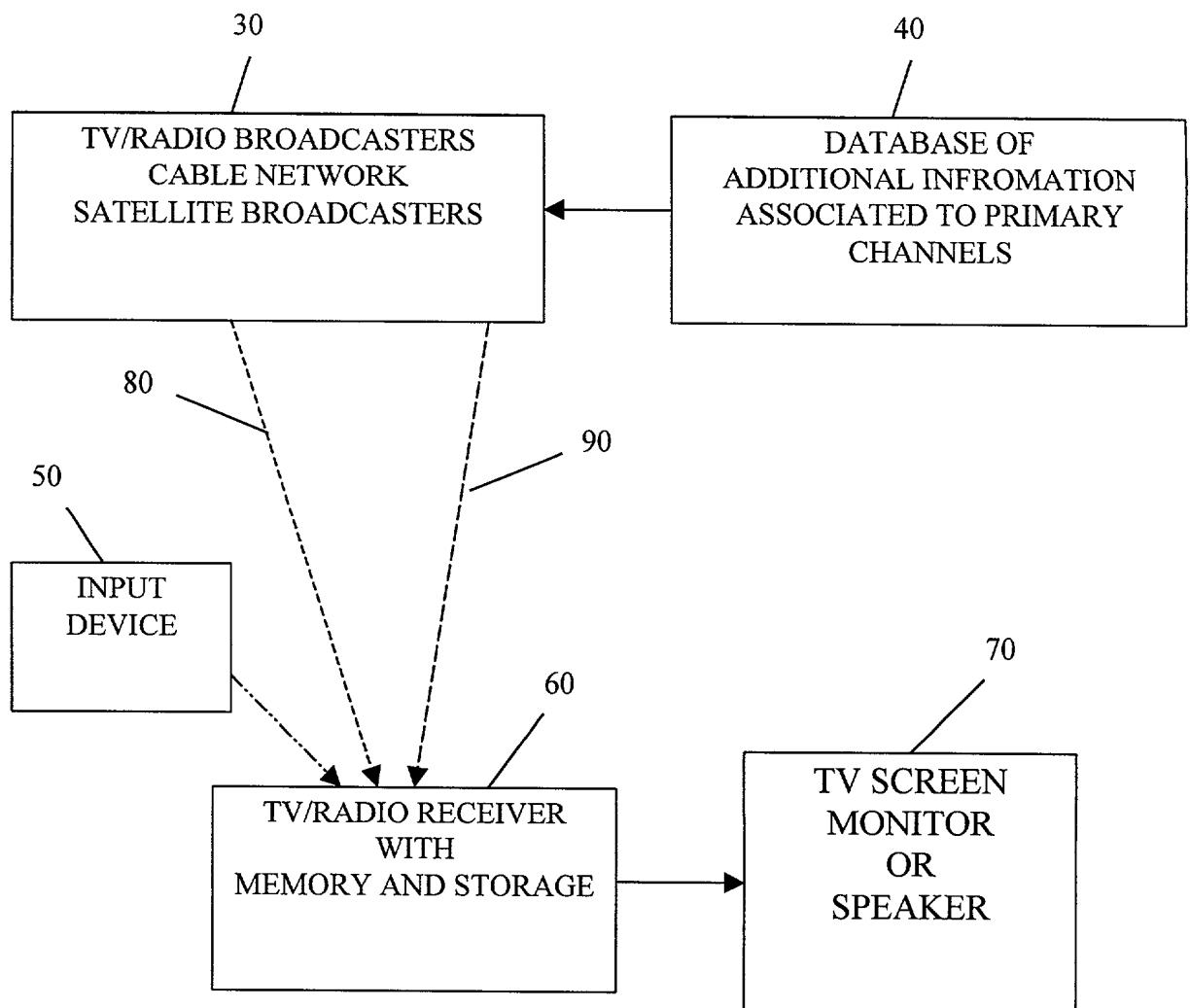


Fig. 1

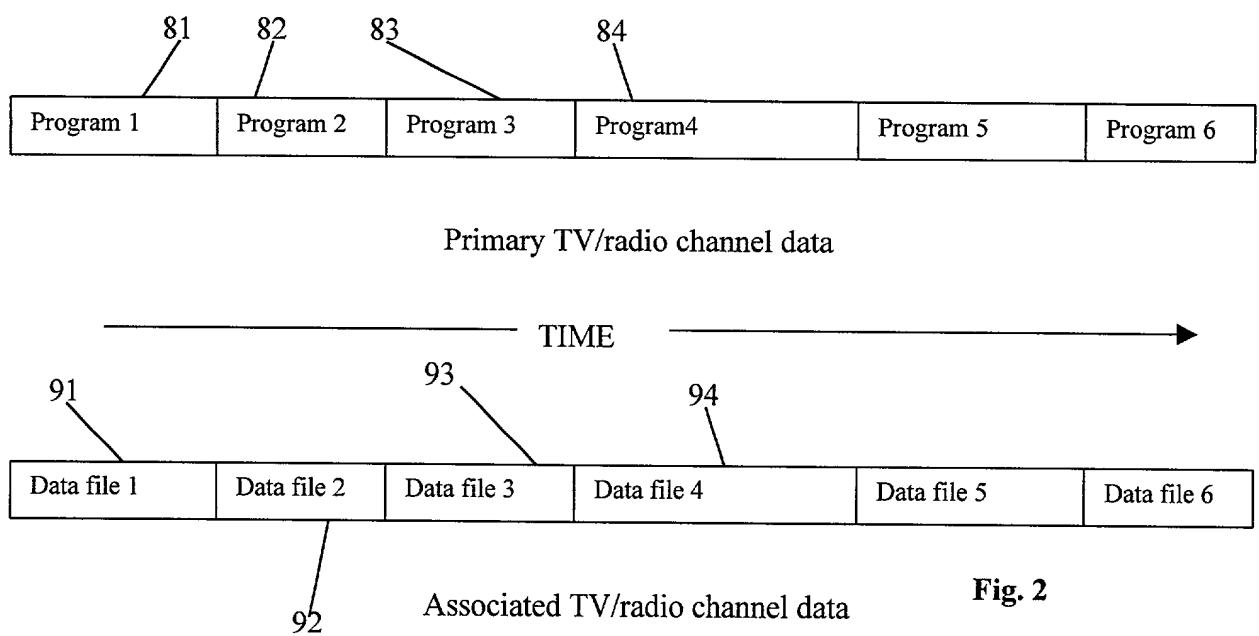


Fig. 2